



## PARKS & RECREATION

# 2016 Special Event Sponsorship Opportunities

Hanover County Parks and Recreation events and programs emphasize family, safety and community. As passionate professionals, it is our belief that the services and programs provided by the Parks and Recreation Department are essential to the high quality of life, here in Hanover County.

Each of our events have numerous and unique sponsor levels to provide your business with creative branding opportunities. In-kind and cash sponsorships are welcomed at all levels. While, each event provides you with a variety of options, intended to meet your needs, we are open to new ideas or sponsor proposals.

Our community events offer you:

- Access to an established customer base of event attendees
- Fun, family-oriented events and festivals with broad appeal
- Events throughout the year that attract unique customer demographics
- Print and electronic promotional efforts to support each event

Thank you for investing in these events to help us provide these amazing opportunities to our community!

## SPONSOR VISIBILITY

Hanover County Parks and Recreation offers many great ways for our sponsors to be seen by both current and potential customers. We would love to work with you to customize efforts to put your name and product in front of the public in an effective and exciting way. Here are just some of the opportunities available to our sponsors:

- promotional giveaways
- mascot appearances
- banner placement
- exhibit space
- stage announcements
- electronic and print media promotion



## CUSTOM SPONSORSHIP OPPORTUNITIES

Don't see a sponsorship level that works for you? Custom sponsorships can be designed to meet all of your needs. Collaboration with businesses for discounts or contributions directly reduce our expenses. In exchange, sponsors are recognized at a dollar for dollar level. Past contributions have included the following:

- rides/attractions
- event supplies
- equipment rental
- event advertising

## CONTACT US

We would appreciate the chance to talk with you about the many opportunities to work with Hanover County Parks and Recreation. In order to maximize your business' exposure, don't delay in confirming your sponsorship.

- Marcy Durrer, Recreation Program Director
- [mgdurrer@hanovercounty.gov](mailto:mgdurrer@hanovercounty.gov)
- (804) 365-4697



The long-standing tradition of this free family event brings thousands of people to visit the hundreds of artisans, crafters and local businesses annually. Annual attendance typically exceeds 35,000. Activities in the “Mater Fun Zone” include free children’s games, crafts, and rides. Event attendees enjoy tomato related products, live entertainment, food vendors, over 200 craft, business and community vendors and the opportunity to purchase fresh Hanover tomatoes.

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**PARKS & RECREATION**

# Signature Events

Serving thousands across Hanover County  
throughout the year

*Taylor, the lovable Parks and Recreation mascot, greets families at a variety of events throughout the year. Each year, events are customized to current trends and interests. Here is a list of events Taylor has planned for 2016: CosPlay (January), Sweetheart Tea (February), Pirate Fishing Day (June) and SpookieFUN Fest (October).*



## Taylor's SpookieFUN Fest



In the fall, Taylor hosts community Halloween-themed festivals with games, DJ dance area, trick or treat booths and flashlight candy hunts. Community businesses, churches and organizations provide the majority of activity stations and trick or treat stations, making this a true community event. In 2015, attendance topped 10,000!

**Friday, October 21**

**Pole Green Park, Mechanicsville**

**Saturday, October 22**

**Poor Farm Park, Ashland**



## K9 Heroes Day, featuring Pooch Pursuit

**Saturday, April 16**

**Pole Green Park, Mechanicsville**

In honor of K9 Veteran's Day, Hanover Parks and Recreation, Hanover Hounds K9 Search & Rescue and Friends of Hanover Dog Parks invite attendees to visit canine friendly vendors, watch K9 demonstrations. There are also canine friendly activities and contests like Frosty Paws eating contest, tricks for treats and the Dog Gone Spring Egg Hunt. Runners can register for the Pooch Pursuit 5K run, while others can sign up for the 1 mile walk. Canine participation is optional in both races.



## Classic Car Cruise-ins

**Saturday, May 7 and September 24**

**Hanover High School, Mechanicsville**

With over 200 classic cars coming to each event, these cruise-ins have become signature showcases for pre-1980 vehicles. From 4 p.m. to 7 p.m. each evening, music and food create a perfect backdrop for checking out these beautiful machines.

## Papa John's 4K Pizza Run & Tomato Uncook-Off

**Friday, July 8**

**Pole Green Park, Mechanicsville**

Started in 2014 as a kick off to the Hanover Tomato Festival, the Tomato Un-Cookoff features local musicians and home chefs and local businesses sharing their uncooked tomato creations like salsa and bruschetta. In 2015, the fun run with pizza stations welcomed over 50 runners in men's, women's and team divisions.



## The Ice Cream Run

**Saturday, August 13**

**Pole Green Park, Mechanicsville**

New event in 2016! Incorporating family fun, ice cream and running into a day you won't forget! The Ice Cream Race is a 5K obstacle race that's designed for participants of all ages and abilities. You will "Sweat Your Way To Sweetness" while climbing, crawling, sliding, dodging and screaming for ice cream all the way to the finish line!





# Sponsorship Opportunities

# TAYLOR'S SPOOKIEFUN FEST

Benefit	Friend (\$100)	Supporter (\$250)	Monster Mash DJ dance area (\$500)	Flashlight Candy Hunts (\$750)	Ride Area Sponsor (\$1,000)	Taylor's Spookiest (\$2,500)
Reserved space in high-traffic sponsor area to showcase your business	●	●	●	●	●	●
Verbal acknowledgment at event	●	●	●	●	●	●
Business identified as a sponsor on social media	●	●	●	●	●	●
Business listed in event press releases, print promotions and event banner		●	●	●	●	●
Event area named after business, identified with logo at event			●	●	●	●
Company banner displayed at event				●	●	●
Exclusivity for business type						●
Donations of product and services are graciously accepted and will be reflected at item value.						

**K9 HEROES DAY, FEATURING POOCH PURSUIT**  
**CLASSIC CAR CRUISE-INS**  
**PAPA JOHN'S 4K PIZZA RUN & TOMATO UNCOOK-OFF**  
**THE ICE CREAM RUN**

Benefit	Goodie Bag (product only)	Friend (\$50)	Bronze (\$100)	Silver (\$250)	Gold (\$500)	Premier (\$1,000)
Sponsor items in event goodie bags	●	●	●	●	●	●
Verbal acknowledgment at event	●	●	●	●	●	●
Business identified as a sponsor on social media		●	●	●	●	●
Reserved space in high-traffic area at event to showcase your business			●	●	●	●
Business listed in event press releases, print promotions and event banner				●	●	●
Company banner displayed at event					●	●
Exclusivity for business type						●
Donations of product and services are graciously accepted and will be reflected at item value.						



# Become a Sponsor

If you have any questions or wish to customize your sponsorship, please contact Marcy Durrer, Recreation Program Director  
mgdurrer@hanovercounty.gov or (804) 365-4697

## BUSINESS INFORMATION

Company Name: \_\_\_\_\_  
Website: \_\_\_\_\_ Facebook: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Contact person: \_\_\_\_\_ Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

## SPONSORSHIP COMMITMENT (PLEASE CHECK ALL THAT APPLY)

### Hanover Tomato Festival

- |  |  |
|--|--|
| <input type="checkbox"/> Friend (\$250)    | <b><i>Timeline to ensure maximum exposure for your business:</i></b><br><u>May 1</u> submit "become a sponsor" form<br><u>June 1</u> submit logo<br><u>July 1</u> complete payment or deliver donation |
| <input type="checkbox"/> Supporter (\$500) |  |
| <input type="checkbox"/> Bronze (\$1,000)  |  |
| <input type="checkbox"/> Silver (\$2,500)  |  |
| <input type="checkbox"/> Gold (\$5,000)    |  |
| <input type="checkbox"/> Title (\$7,500)   |  |

### Taylor's SpokieFUN Fest

- |   |  |
|---|--|
| <input type="checkbox"/> Friend (\$100)                 | <b><i>Timeline to ensure maximum exposure for your business:</i></b><br><u>July 1</u> submit "become a sponsor" form<br><u>August 30</u> submit logo<br><u>September 30</u> complete payment or deliver donation |
| <input type="checkbox"/> Supporter (\$250)              |  |
| <input type="checkbox"/> Monster Mash (\$500)           |  |
| <input type="checkbox"/> Flashlight Candy Hunts (\$750) |  |
| <input type="checkbox"/> Ride Area Sponsor (\$1,000)    |  |
| <input type="checkbox"/> Taylor's Spookiest (\$2,500)   |  |

	K9 Heroes Day featuring Pooch Pursuit	Classic Car Cruise-ins	Papa John's 4K Pizza Run & Tomato Un-cook Off	The Ice Cream Run
Goodie Bag	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friend (\$50)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bronze (\$100)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Silver (\$250)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gold (\$500)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Premier (\$1,000)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## PAYMENT INFORMATION

- |   |   |
|---|---|
| <input type="checkbox"/> Check (made payable to Hanover County Parks & Recreation)  | <input type="checkbox"/> Invoice requested (will be sent to email provided) |
| <input type="checkbox"/> Credit Card (VISA, MasterCard, American Express, Discover) |   |

Card Number: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Exp Date \_\_\_\_/\_\_\_\_/\_\_\_\_ CCV (back of card) \_\_\_\_\_

## RETURN THIS FORM

Hanover County Parks and Recreation

MAIL: 13017 Taylor Complex Lane, Ashland, VA 23005

FAX: (804)365-4696

EMAIL: mgdurrer@hanovercounty.gov